

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US07/74663

A. CLASSIFICATION OF SUBJECT MATTER

IPC: G06Q 30/00(2006.01)

USPC: 705/14

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

U.S. : 705/14

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
East (biometric, target, advertisement)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2006/0143082 A1 (EBERT) 29 June 2006 (29.06.2006), Paragraphs 0026, 0027, 0029, 0032, 0080.	1-18

☐ Further documents are listed in the continuation of Box C.

☐ See patent family annex.

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"&" document member of the same patent family

Date of the actual completion of the international search

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(54) Title: GENOMICS BASED TARGETED ADVERTISING

(57) Abstract: A method for targeted advertising comprising obtaining genomic data of an individual, correlating the genomic data to a personal trait of said individual and addressing advertising material to said individual based on said personal trait.



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